

What's Going On?

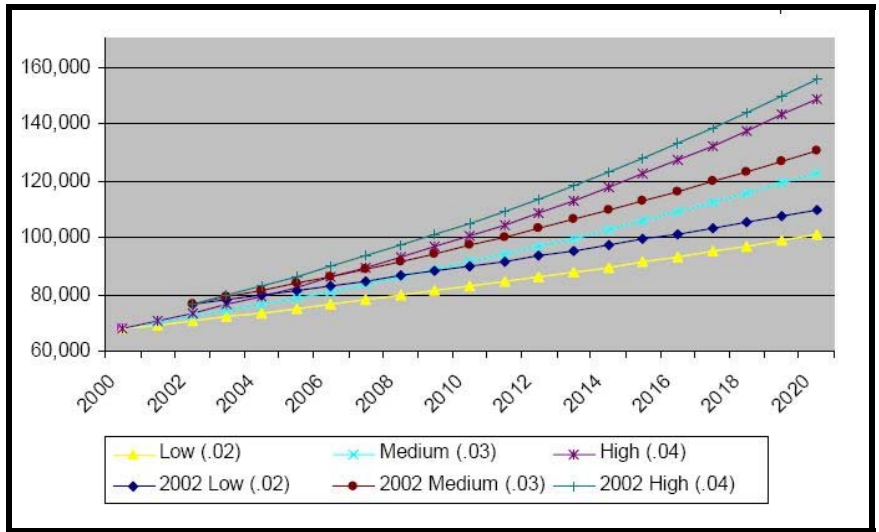
May 2004

A Report to the Honorable Mayor and City Council

Growth Trends in College Station

The City of College Station continues to see rapid growth. Monthly reports of increased building activities support the growing demand. On May 27, 2004, Trey Fletcher, the City's Long Range Planner, presented the current growth trends to the City Council. In that presentation he informed the Council that the growth in College Station is primarily in the southern region. Neighborhoods such as Westfield Village, Castlegate, Pebble Creek and South Hampton are near capacity. A 2004 study by the City's Development Services Department, identified a total of 4,846 lots in the southern region of College Station. Of these, 3,716 have been built leaving just 1,130 remaining.

In order to continue to promote this growth, the City will be using various planning tools, such as the



This chart illustrates anticipated growth in College Station.

Thoroughfare Plan, and the Land Use Plan, as well as cooperate with the College Station Independent

School District in planning for the future.

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Commercial Building Permits Up from 2003

Commercial permits continue to increase as the calendar year closes on its first quarter. Year-to-date commercial permits increased by 33% when compared to last year at this time. Year-to-date commercial permits also increased by 27% when compared with two years ago. New construction was valued at \$32,120,000 for year-to-date 2004 versus \$18,373,848 in new construction 2003.

Single family home permits have decreased from both FY 03 and FY 02 by 14% and 22% respectively. Total permits experienced a decline of 6% from April of 2003 and a 26% decrease from April of 2002.

Current commercial projects:

- **Talbot's**
1501 University Drive East
- **Kirklands**
1501 University Drive East
- **Montelongo's**
401 University Drive East
- **Olive Garden**
510 Earl Rudder Freeway
- **Amerisuites Hotel**
1100 University Drive East
- **Cavenders Boot City**
2300 Earl Rudder Freeway
- **The Junction**
315 College Avenue
- **Panda Restaurant**
1400 Texas Avenue South

National Trails Day

The City of College Station joined communities across the United States this month in celebrating National Trails Day on Saturday, June 5. As part of the local celebration, the City dedicated the newest portions of its



hike and bike trail system from at Lick Creek Park (13600 Rock Prairie Road).

In addition to the ceremonial ribbon cutting, activities included a general bicycle safety session, presented by Robert Rose of Cycles Etc.; a mountain biking information session, courtesy of Brazos Valley Mountain Bik-

ing Association; interpretive walking tours, hosted by Heather Prestridge and Jim and Nanette Manhart; and walking sessions, offered by Bushwalkers Volkssporting Club. Lampo's Spring Water generously donated bottled water for the event.

Lick Creek Park is the premiere nature preserve in College Station. Acquired by the City in 1987, the 515-acre park has several cultural sites along with a great diversity of plant and animal life, including the endangered Navasota Ladies Tresses. Approximately 3.5 miles of marked trails provide a unique opportunity for hiking, cycling, bird watching and equestrian activities. The City has dedicated \$478,000 to the initial development of Lick Creek Park. Trails, bridges and a parking lot were all included in this initial development. A Texas Trails Grant



of \$80,000 was used to help with the pedestrian bridge installation. For more information on National Trails Day and the trail dedication, contact Kristan Clann, Greenways Program Manager, at 764-3844. For more information on Lick Creek Park, contact the College Station Parks & Recreation Department at 764-3486.

Fire Station #5 Groundbreaking

Fire Station #5 will be break ground at 3 p.m. on Tuesday, June 8.

The Fire Station will be located at 601 Greens Prairie Road between Highway 6 South and Rock Prairie Road.

On April 10, 2003 Browns Reynolds Watford was awarded the design contract. On March 25, 2004 Council awarded the construction bid to Stephens construction for \$1,284,000. Funding for the project is provided though 1998 General Obligation Bonds.

Substantial completion for Fire Station #5 is expected by April of 2005, with the project completion anticipated June 19, 2005.

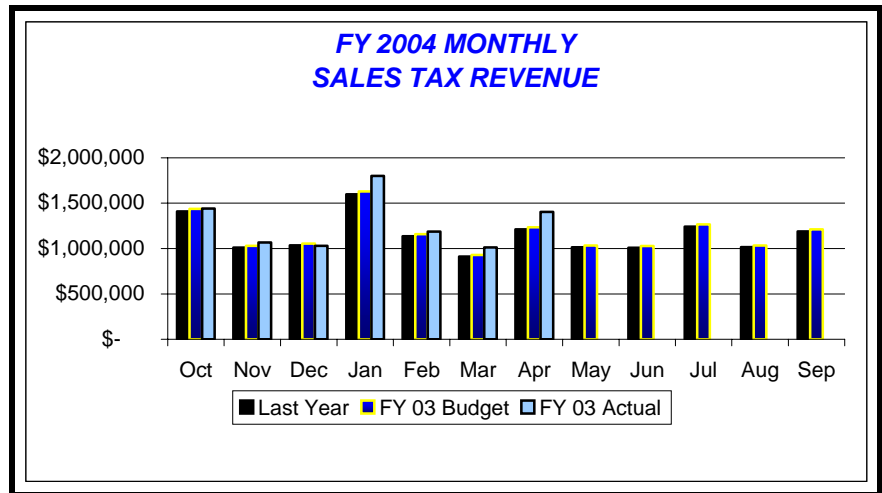


Graphic Design of Fire Station #5

Sales Tax Receipts Exceed Expectations For 4th Consecutive Month

The City collected **\$1,404,816.22** for the month of April; a **15.94%** increase in the same month last year. April receipts represent sales that occurred in March. Sales tax collections for FY 04 YTD are \$8,945,319.62 or 7.62% above FY 03 collections.

Sales tax receipts have increased by 5.96% when comparing the last 12 months to the previous 12 months. Overall, state tax receipts have increased in the last several months. Sales tax was projected to grow 2% in FY 04. Year-to-date receipts are well above expectations.



Institute Develops Staff Leadership Potential

The Human Resources Department offered its inaugural Leadership Institute in April and May. The Leadership Institute was a three day intensive and interactive leadership development program for members of senior management.

Terry Childers, former City Manager of Oklahoma City and former Deputy City Manager of Austin, facilitated the sessions.

The purpose of the Leadership Institute was: to establish a conceptual framework of leadership dimensions, qualities and principles; to assist various leaders in developing personal leadership strategies; and to engage

Institute participants in understanding the Servant Leadership Model.

The Institute was divided into three segments. The first segment focused on the pillars of leadership and established the conceptual foundation for participants to understand leadership from various perspectives. Included in the discussion for this topic were: dimensions of leadership, characteristics of leadership, leadership qualities, seven principles of leadership, and leadership styles.

The second segment of the Institute studied leadership skill development. This segment focused on two aspects of leadership - developing personal leadership capacity and developing other leaders. Participants were introduced to: the seven steps to develop personal leadership strategy, development of other leaders, establishment and development of effective teams, effective communication, integration of the team in the vision and mission, collaboration and participation, and management of differences.

The third and final segment centered around the servant leadership model. This segment attempted to put together all of the Institute concepts and learning opportunities into a working leadership model for the City - Servant Leadership. In addition, the eight principles of transitioning from a good organization to a great organization were discussed.

The Leadership Institute will be used as a follow-up to the Management Academy for City employees.

Participants felt the Institute was worthwhile and taught techniques that could be utilized throughout all levels of the organization.



State of Risk Report for 2nd Quarter

The City of College Station has concluded another encouraging performance during the second quarter of FY 04.

The Loss frequency is down 17 accidents in Auto Physical Damage (APD) and down three Liability claims from the previous fiscal year. Expenses are down in APD \$5,373 (41%) while stable in Liability claims.

The City had five more claims (28%) in Workers' compensation than last year. The City also had an increase in cost in the Workers Compensation program of \$25,558 (46%).

Subrogation recovery was \$21,980 for a net 2nd quarter cost for new claims of \$49,285.

	FY 02	FY 03	FY 04
Auto Physical Damage	\$20,260	\$12,883	\$7,510
Liability	\$7,516	\$8,128	\$8,652
Workers Compensation	\$89,416	\$29,579	\$71,299
Subrogation Recovery	(\$21,980)	(\$45,329)	(\$5,700)

"destination EXCELLENCE" Will Begin in July

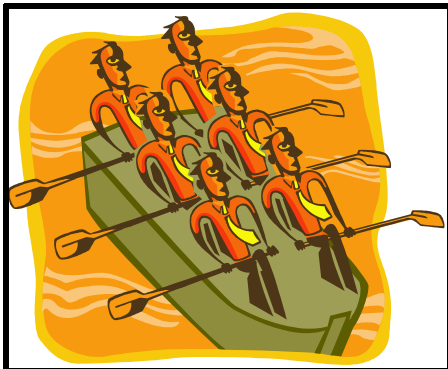
The City of College Station's Customer Service Program, **"destination EXCELLENCE"** begins in July 2004. Program implementation starts with a three-day kick-off extravaganza July 12-14th.

This city-wide program will be based upon four key components: **Customer Service**, which will focus on increasing our customer/citizen satisfaction rate by focusing on employees as the service providers; **Continuous Improvement**, which will focus

on going from "good to great" by reviewing and improving the systems and processes through which we interact with our customers/citizens; **Teamwork**, which will focus on internal customer service and establishing collaborative relationships; and **Ethics**, which, in its most basic form, is about doing the right thing.

Although it is a customized program, "destination EXCELLENCE" is not a reinvention of the wheel. Many City employees will recognize its similarity to the original customer service program that the City implemented in 1992.

As with the original program, "destination EXCELLENCE" will require 100% participation from each City Department.



Program Objectives

- Establish a common organizational "customer/citizen service" vocabulary
- Bridge gap between employees who went through the original program and employees who did not
- Facilitate employee alignment with the City Council and City management priorities and fundamental purposes of
 - Are we providing good service?
 - What does good service look like?
- Ensure customer/citizen service is an intricate part of the City's continuous improvement efforts

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SHINING MOMENTS

- The City of Bryan thanked Fire Chief Dave Giordano, Assistant Chief Jon Mies and the College Station Fire Department. They wrote, "As always they were extremely helpful & professional. It really helped having another water team & your folks on the special operation's unit supplemented our command by acting as an additional support crew & allowing our suburban to tow an additional rescue boat. Thanks Again!!!"
- The College Station Fire Department received a "big thank you" from South Brazos County Fire Department for assistance CSFD provided at a house fire off Greens Prairie Road on the morning of May 13, 2004.
- Chiefs Staples of South Brazos County Volunteer Fire Department stated she is proud of the relationship between College Station Fire Department and the Brazos County Volunteer Fire Department. Chief Staples reports "The relationship has grown significantly over the years."
- A student moving to College Station recently wrote, "Your web site is fantastic!" He used the GIS maps on the website to find distances from his apartment to Texas A&M and other places.
- Victim Advocate Kendra Watson recently helped a victim get proper medical attention at Scott and White by making a few calls. The victim had gone to Scott and White but was turned away and sent to St. Joseph's Hospital. St. Joseph's was not covered by the victim's insurance, but Scott and White was. An error in processing had sent the victim to a hospital out of the victim's insurance network. Ms. Watson began the process to get the proper care for the patient and save him thousands of dollars.
- The Convention and Visitors Bureau will honor Vera Solis, the City's Pool Supervisor as a Hometown Hero on June 8th for her efforts in promoting Bryan-College Station. She is named as a hero specifically for her help with the Texas Public Pool Conference.

